

CONDUCTING SUCCESSFUL

Nutrition Education and Physical Activity Promotions

AT COMMUNITY EVENTS



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Introduction

OVERVIEW OF THE CALIFORNIA 5 A DAY CAMPAIGN

The *California 5 a Day Campaign* is a statewide public health initiative led by the California Department of Health Services in cooperation with the National 5 A Day Program. The *California 5 a Day Campaign* is administered in part by the Public Health Institute, funded principally by the United States Department of Agriculture Food Stamp Program, and is one of nearly 200 projects within the *California Nutrition Network for Healthy, Active Families (Network)*.

The purpose of the *Network* and *California 5 a Day Campaign* is to empower Food Stamp eligible Californians to eat the recommended amount of fruits and vegetables and enjoy physical activity every day by providing consumer education and opportunities for action. These efforts are pursued to promote good health and reduce the risk of chronic diseases, such as heart disease, cancer, hypertension, stroke, type 2 diabetes, and obesity.

To learn more about the *Network* and *California 5 a Day Campaign*, locate and partner with regional and local projects within the *Network* and *California 5 a Day Campaign*, and become more familiar with the health problems that affect Californians, visit our Web site at www.ca5aday.com.

PURPOSE AND COMPONENTS OF THIS MANUAL

The manual provides guidance and tools to successfully reach members of your community through a variety of events such as festivals, health fairs, farmers' markets, and flea markets. It also provides easy-to-implement activities that will help improve fruit and vegetable consumption and physical activity among your target audience. This manual includes information and tips on the following:



- Identifying the most appropriate events in which to participate.
- Developing strategic partnerships with event organizers and other community-based organizations.
- Coordinating and managing your booth space to ensure maximum results.
- Using media to publicize your participation at community events and reach your target audience with information about fruits, vegetables, physical activity, and health.
- And, much more...

Identifying Community Events

OVERVIEW

Selecting appropriate community events will make all the difference in determining whether or not your efforts are successful. It is important that you thoroughly research events taking place in your community to determine whether a particular event will help you meet your goal of improving fruit and vegetable consumption and physical activity among Food Stamp eligible families.

Community events range from cultural celebrations and festivals to farmers' markets and health fairs. Some events are very grassroots in nature, attracting several hundred people, while others are attended by thousands of people. As a community educator, you should determine which events are the best places to teach community members about fruit and vegetable consumption and physical activity.

In addition, you should look to other community-based organizations to identify the most appropriate community events in which to participate. Many community-based organizations, such as churches and community centers, host their own community events, which can provide excellent opportunities to reach your target audience. These types of events can take many forms, ranging from community-style block parties to conferences, community forums, or health fairs. While these events tend to be smaller, they still provide an excellent opportunity to reach your target audience.

In reaching Food Stamp eligible Californians and other members of the community, you should research local events that are occurring around major cultural and community celebrations, such as:

Martin Luther King Jr's birthday (January)
Chinese New Year (February)
Cinco de Mayo (May)
Juneteenth (June)
Mexican Independence Day (September)

In addition to cultural celebrations, the following are larger events that attract thousands of people:

Black Expo (Sacramento) – late February Black Expo (Oakland) – late July
Fiesta Broadway (Los Angeles) – early May
Asian Pacific Rim Street Fest (Sacramento) – mid-May
African Marketplace and Cultural Fair TM (Los Angeles) – 2nd weekend in August through Labor Day



You should also look for opportunities to educate community members about fruit and vegetable consumption and physical activity around the following health-related events:

National Nutrition Month – March
Spring Into Health – April
National 5 A Day Month – September
Walk to School Day – October
National Diabetes Month – November

There are a number of other community events occurring throughout the year. Sources where this information might be available include:

Churches
Community-based organizations
Community colleges
Chambers of Commerce
Hospitals
Local government agencies, such as health departments and parks and recreation departments
Ethnic or cultural Web sites



After compiling your list of local events, the next step is to carefully research those events that seem most appropriate for your efforts. Your goal is to learn as much as possible about the event and determine whether the event is an appropriate venue to reach your target audience and educate community members about fruit and vegetable consumption and physical activity. When researching local events, consider the following:

- *What is the average attendance at the event?*

It's important to keep in mind that larger events are not necessarily better events, as smaller events might be more tailored to attract the specific audience you are trying to reach. Attendance numbers from previous years can help you realistically estimate how many people you could expect to reach. Being able to predict attendance is also necessary to determine whether or not the cost of the event is justified.

- *What is the fee for becoming a vendor?*

Most community events will discount vendor fees for nonprofit organizations. Keep in mind fees vary depending on the type and size of the event. Try to find out if the fee is negotiable – it usually is – and then make the necessary calculations to determine if you think the cost is justified. Event organizers who are established partners may also agree to waive vendor fees.

- *Will this event attract your target audience?*

Take into consideration the cultural and lifestyle interests of your target audience. What are their interests? Where do they live and work? Are these lifestyle interests consistent with the activities, themes, sponsors, and other vendors at the community event you are considering? There are a wide variety of community events to choose from, and some will allow you greater access to your target audience than others. Participating in an event that charges a high admission fee may prevent you from reaching Food Stamp eligible families.

- *Who are the event sponsors and other vendors?*

Knowing who the event sponsors and other vendors are will help you determine if the event you are considering will provide an appropriate environment for educating community members about fruit and vegetable consumption and physical activity. For example, if a large number of the event sponsors and vendors are tobacco and/or alcohol companies, it likely is not an appropriate venue.

- *Does your participation in a community event provide you with other opportunities to reach your target audience?*

Oftentimes your participation in a community event will enable you to reach your community through a variety of additional public relations and promotional activities. For example, your organization may be included in materials promoting the community event, such as print and broadcast advertising, posters, Web postings, flyers, etc. Make sure to use these opportunities to communicate the importance of fruit and vegetable consumption and physical activity.



A CHECKLIST TO IDENTIFY COMMUNITY EVENTS

Following is a list of questions you should answer as you determine if a community event will enable you to meet your goals

and objectives. If most of the answers to the questions are positive, then consider participating in the community event.

<input type="checkbox"/>	Do members of the community you are trying to reach attend the event?
<input type="checkbox"/>	Does the event charge an entry fee? If so, how much is it? Is the fee appropriate for the community members you are trying to reach?
<input type="checkbox"/>	Is the event conveniently accessed by public transportation?
<input type="checkbox"/>	Is the event well established and well known throughout the community?
<input type="checkbox"/>	What was the attendance during previous years?
<input type="checkbox"/>	How much will it cost to be a vendor at the event, and is the cost reasonable based on the number of community members you expect to reach?
<input type="checkbox"/>	Does the event offer a nonprofit or discounted rate for community-based organizations?
<input type="checkbox"/>	Does the event have other health-related vendors? If so, what organizations do they represent?
<input type="checkbox"/>	Who are the event sponsors and other vendors? Do the other vendors and sponsors promote healthy behaviors like healthy eating and physical activity? Do the other vendors and sponsors promote unhealthy behaviors like smoking or alcohol use?
<input type="checkbox"/>	Does the event provide an appropriate environment for educating community members about fruit and vegetable consumption and physical activity?
<input type="checkbox"/>	What types of activities are allowed at the event?
<input type="checkbox"/>	What kind of media exposure will come from the event?

TIPS FOR CONTACTING COMMUNITY EVENT ORGANIZERS

After you go through all the necessary steps to identify and select a community event in which you wish to participate, the next step is to contact the event organizer and negotiate a partnership. Following is an outline of the steps involved with this process:

- Secure the name and contact information of the event organizer. Depending on the size of the event, there could be just one person handling the entire effort or a full staff. Either way, it's critical to secure a single contact person to deal with throughout the partnership.
- Make initial contact with the event organizer either in writing or over the phone to set up a meeting to discuss your goals and objectives and explore the possibility of partnering. If you are partnering with another organization, you should invite them to this meeting.
- Before going to the meeting, take time to prepare an agenda that addresses all your questions or concerns. Factors to discuss include:

Cost (find out if this is negotiable and if there is a special discounted rate for nonprofit organizations)
Event dates and hours (some events are a single day, others are multiple days)
Booth size (costs will vary depending on the size of your booth)
Booth location and signage (find out if there are any signage restrictions at your booth and try to negotiate signage in other areas of the event to drive foot traffic to your booth)
Booth materials (are tables and chairs provided, are there electrical outlets available if needed?)
Necessary permits, insurance, etc. that might be required



Event history (years in existence, past attendance figures)
Event's target audience (what are the demographics and lifestyle interests of community members attending the event?)
Other event sponsors (are there potential conflicts with other event sponsors?)
Event theme and environment (does it support your health promotion efforts?)
On-site contact information (some events have different personnel for the event planning and "day-of" event coordination)

- After your meeting, assess the information you discussed and confirm whether or not the event is a good fit to accomplish your goals and objectives.
- If you decide to move forward with becoming an event vendor, follow up with the event organizer and request a contract or written agreement to be drawn up, which specifies the terms of your partnership as agreed upon in your meeting. Note: some organizers of smaller, grassroots events will be much more informal about this process than others – just be sure to arrange for some sort of agreement in writing, either formal or informal.

- Carefully review the contract or written agreement to make sure all of the agreed-upon details are included. In some cases, particularly for larger events, you might want to request a tour of the event site to see exactly where your booth will be located before signing the agreement.
- Stay in contact with the event organizer up until the event and make sure you ask any questions you might have.

Tip

In pursuing partnerships, make sure that the organization has a credible reputation in the community and demonstrates business practices that are socially, environmentally, and politically responsible. Also ensure that your missions, values, and goals are complementary.

PARTNERING WITH OTHER ORGANIZATIONS AT COMMUNITY EVENTS

There are several reasons why your organization should consider partnering with local agencies at community events. In addition to sharing costs and labor hours, partnering with other agencies will help maximize your ability to conduct effective outreach to community members. By working together, you can reach greater numbers of event participants and implement a variety of booth activities.

Your partnership with local agencies could include the following:

- Sharing booth space.
- Providing additional educational materials for distribution.
- Including health/nutrition experts to interact with participants.

Once you have identified a potential partner, you should contact the agency and invite them to join your organization at an upcoming event. It is important that you contact a potential partner as far in advance of the event as possible, and be able to clearly explain why your event partnership is a win-win collaboration for both organizations. Keep in mind, the potential partner may know nothing about the upcoming event or may already be planning to participate.

Following is a list of potential partners you might want to collaborate with at community events:

County health departments
County food stamp offices
Local WIC agencies
Community Health Council—Racial and Ethnic Approaches to Community Health (REACH) 2010 Project
Covering Kids and Families—Statewide Coalition
Accessing Benefits for Children—ABC Project
Local chapters of: American Cancer Society American Heart Association American Diabetes Association American Dietetic Association
Community hospitals/community clinics
Health insurance providers, such as Health Net, Kaiser Permanente, and Blue Shield or providers who implement Medicaid and/or Healthy Families in your area
County food banks
Grocery stores

THE COST OF PARTICIPATING IN COMMUNITY EVENTS

There are no set rules or guidelines on what community event costs should be, but there are ways to ensure you receive an adequate return on your investment. First, find out if the community event fee is negotiable or if the event organizers will discount event fees for nonprofit organizations. Second, in order to determine if the benefit of participating in an event is worth the cost, consider the following: 1) the number of people you anticipate reaching; 2) the amount of money spent per person reached; and 3) any added benefits that you can secure, including free advertising and publicity. Third, consider securing a financial partner to help offset some of your costs. A variety of sponsorship opportunities can be negotiated to help pay for the following:

Booth/vendor fees
Fees for booth staff and registered dietitians or nutrition education specialists
Supplies for food demonstrations
Physical activity demonstrations (official sponsor of activity)
Advertising to promote your program's participation in the event
Educational materials

It is important that potential funding partners have an interest in the same community members you are trying to reach and have an overall desire to serve the community-at-large. Otherwise, there is no benefit for them to assist you financially in your efforts.

Tip

A good way to determine how much you will spend on each person is to divide the community event fee by the number of people you anticipate reaching. For example, if the fee is \$500 and you expect to reach 500 people, then you would only be spending \$1 on every person reached. This amount, however, does not include the cost of your time and materials.

All potential partners should be evaluated to determine if the organization is a suitable partner. By establishing an association with the organization, your program along with the *California 5 a Day Campaign* and its target audience should be impacted in a positive way. In pursuing partnerships, make sure that the organization has a credible reputation in the community and demonstrates business practices that are socially, environmentally, and politically responsible. It is also encouraged that you recruit partners who enhance the credibility of the *California 5 a Day Campaign* and whose positive influence can be leveraged at the state and local levels.

You should identify potential financial partners several months in advance of the community event through a letter or phone call. When you contact them, you should know exactly what you're asking of them, and be prepared to provide potential partners with several sponsorship opportunities. Look at existing event sponsors and consider sharing booth space with an appropriate partner.

Potential partners to help offset costs may include:

Health insurance companies
Healthcare providers
County health departments
Food and beverage companies with complementary health promotion goals like Dole, Fresh Express, Welch's, and Fresh Choice.
Grocery stores
Local retailers with complementary health promotion goals
Other community-based organizations promoting health among the same target audience
Community foundations
Produce growers

BENEFITS OF PARTNERING WITH EXISTING COMMUNITY EVENTS VS. CREATING YOUR OWN

You may be wondering what the advantages are to partnering with an existing event instead of developing and coordinating your own. Properly organizing, promoting, and securing attendance at events requires a significant amount of time and expense. Event organizers must coordinate everything from obtaining the required permits and liability insurance to securing corporate sponsors and vendors, as well as advertising, promotions, and marketing.

One of the primary advantages of partnering with well-established community events is that your organization will not be responsible for these types of logistics or expenses. Instead, your organization can focus on the primary objectives of your outreach efforts. Since vendor costs are almost always one-time fees, participating in existing community events provides your organization with a much more cost-effective way to reach hundreds, if not thousands, of community members. In addition, participating in existing community events opens the door for sponsorships with other organizations, as well as free advertising and promotional opportunities.



Event Coordination

Coordinating all the necessary components of a community event and ensuring your booth activities successfully accomplish your organization's outreach objectives can seem like an overwhelming task when viewed from a "big-picture" perspective. This section will provide guidance and tips on how you can make preparing for your event a much easier

process by breaking it down into smaller, more manageable steps.

It is helpful to create checklists outlining tasks that need to be completed in preparation for your event. On the following pages are sample checklists to use as a guide in determining the point at which certain tasks should be completed.

8- TO 10-WEEK CHECKLIST

<input type="checkbox"/>	Determine your organization's event budget.
<input type="checkbox"/>	Establish contact with event organizers, negotiate in writing your participation in the event, and determine the deadline for payment of fees.
<input type="checkbox"/>	Get an event vendor package from event organizers, which outlines the details of your participation in the event, such as parking, delivery, display of materials, booth location, set-up, signage placement, etc.
<input type="checkbox"/>	Identify and secure agreements with potential community partners.
<input type="checkbox"/>	Outline community partner roles and responsibilities.
<input type="checkbox"/>	Obtain necessary permits (food demonstrations) and investigate any need for security.
<input type="checkbox"/>	Secure the fruit, vegetable and physical activity game wheel. See the booth activities section for more information about the game wheel.
<input type="checkbox"/>	Coordinate healthy food and physical activity demonstrations with event organizers.
<input type="checkbox"/>	Schedule a time to report to the event.
<input type="checkbox"/>	Determine the booth size.
<input type="checkbox"/>	Sketch the preliminary layout of your booth space.
<input type="checkbox"/>	Ensure your signage fits your booth space or make other necessary arrangements.
<input type="checkbox"/>	Select and order educational materials.
<input type="checkbox"/>	Reproduce consumer surveys based upon the number of people you anticipate reaching. See Appendix A for sample consumer surveys and Appendix B for how to administer the consumer surveys.
<input type="checkbox"/>	Determine staffing needs (identify a registered dietitian as part of the booth staff).
<input type="checkbox"/>	Develop and prepare to distribute media materials.

2-WEEK CHECKLIST

<input type="checkbox"/>	Confirm staff/volunteers, and create and distribute work schedules.
<input type="checkbox"/>	If partnering with another community organization, coordinate all staffing/scheduling.
<input type="checkbox"/>	If possible, visit the event site to determine the site layout and booth location.
<input type="checkbox"/>	Confirm pick-up/delivery and arrival date of the fruit, vegetable, and physical activity game wheel and educational materials.
<input type="checkbox"/>	Confirm the provision of any special booth requirements with event organizers.
<input type="checkbox"/>	Confirm with event organizers the date and time of booth set-up.
<input type="checkbox"/>	Provide event organizer contact names and numbers to booth staff/volunteers.
<input type="checkbox"/>	Coordinate the date and time for staff orientation.
<input type="checkbox"/>	Provide training to booth staff/volunteers.

DAY OF EVENT CHECKLIST

<input type="checkbox"/>	Meet with the site manager to confirm booth details.
<input type="checkbox"/>	Purchase fresh fruits and vegetables for display.
<input type="checkbox"/>	If conducting food demonstrations, ensure the ingredients are prepared and stored properly.
<input type="checkbox"/>	If conducting physical activity demonstrations, ensure the proper equipment is available.
<input type="checkbox"/>	Confirm that the staff/volunteers have the event organizer contact names and numbers.
<input type="checkbox"/>	Set up/decorate the booth.
<input type="checkbox"/>	Place signage throughout the event to drive traffic to your booth (if allowed).
<input type="checkbox"/>	Review staffing roles and responsibilities.

BOOTH BREAK-DOWN CHECKLIST

<input type="checkbox"/>	Collect all signage that may have been placed throughout the event grounds.
<input type="checkbox"/>	Organize and pack all remaining educational materials for distribution at your next community event.
<input type="checkbox"/>	Organize and pack all booth supplies (e.g., tables; chairs; fruit, vegetable and physical activity game wheel; etc.)
<input type="checkbox"/>	Organize and pack all consumer surveys.

Booth Supervision

In order to be effective during a community event, you must take the necessary steps to ensure that your booth is properly staffed and managed. Keep in mind that booth space is very limited; therefore, only those who have been assigned specific tasks should be allowed in your booth. On average, four staff members can provide ample coverage for large community events (10,000+) .

ROLES AND RESPONSIBILITIES OF BOOTH HOSTS AND VOLUNTEERS

At a minimum, your booth should be staffed with enough people to perform the following roles: booth supervisor, participant recruiter, registered dietitian (recommended), and fruit, vegetable and physical activity game wheel administrator. It is helpful to note that some booth responsibilities can be done by the same person or rotated among staff throughout the day. Please keep in mind that technical information about nutrition, physical activity, and chronic disease prevention and management should only be provided by a qualified staff person like a registered dietitian.

Booth Supervisor

In order to have a successful event, the staff must work like a team. Ideally, a local representative from the *California 5 a Day Campaign* should be responsible for supervising all aspects of your booth activities beginning with recruiting volunteers and ending with breaking down your booth space and completing evaluation summaries. If a local *California 5 a Day Campaign* representative is not available, then trained volunteers may serve in this capacity.

Following is a list of tasks the booth supervisor is responsible for:

- Recruiting volunteers
- Assigning booth responsibilities
- Ordering sufficient supplies of educational materials
- Storing and transporting educational materials
- Providing sufficient quantities of consumer surveys
- Conducting volunteer orientation/training
- Overseeing volunteers at the event
- Monitoring the distribution of educational materials
- Ensuring the booth space is organized, tidy, festive, and attractive
- Taking photographs of volunteers interacting with event participants
- Completing and submitting all evaluation reports



Tip

Advertise your participation in an event to community members to help drive traffic to your booth.

Participant Recruiter

The primary role of the participant recruiter is to “drive traffic” to your booth. This person should enjoy circulating through the event crowd and be comfortable approaching people and encouraging them to stop by and visit your booth. The key to attracting people to your booth is providing them with a reason to stop by. The participant recruiter should inform event participants of upcoming food and physical activity demonstrations at your booth; let participants know about the wealth of information they will learn about fruits, vegetables, and physical activity; distribute the *Passport to Million Dollar Health* game materials to participants (see page 20 for game instructions); and work with your event partners to ensure they have adequate game materials.

Registered Dietitian or Nutritionist

Registered dietitians or nutritionists are important to have at your booth during community events because they can provide up-to-date information about fruits, vegetables, physical activity, and chronic disease prevention. The number of on-site dietitians should be determined by the type of booth activities you will be conducting and the number of event participants you expect to reach. You should ensure that participants have the opportunity to speak to an on-site dietitian without having to wait too long. You should also ensure that the dietitian remains at the booth throughout the course of the community event to answer consumer questions.

Another role of the dietitian is to administer the consumer surveys (see Appendix B for instructions on how to administer the consumer surveys). By administering the surveys, the dietitian will have the opportunity to discuss participants’ answers to each question and provide healthy eating and physical activity tips. To help with crowd control, it is important that participants complete the survey before spinning the fruit, vegetable and physical activity game wheel.

To assist you in identifying a registered dietitian in your community, contact the following organizations:

- American Dietetic Association
- County health department
- Health insurance companies
- Local hospitals/community clinics
- Local WIC office
- Los Angeles Blacks in Nutrition and Dietetics

Depending on the organization you contact, it may be possible to retain a dietitian without having to pay for his/her services. For example,



your local health department will have dietitians who may provide nutrition and physical activity education at your booth as part of their duties with the health department. Other community-based organizations, such as WIC, may also provide someone at no charge as part of their outreach efforts. Likewise, a health insurance company or health provider may be willing to provide someone free-of-charge in exchange for promoting his/her organization and its services.

Fruit, Vegetable and Physical Activity Game Wheel Administrator

If you are expecting a significant number of people at your booth, you should consider dedicating one person to oversee the fruit, vegetable and physical activity game wheel. If crowds permit, it is possible for the dietitian to also serve as the game wheel administrator. Remember, booth participants must complete the consumer survey before spinning the game wheel.

This position requires a lot of standing and interaction with booth participants. The fruit, vegetable and physical activity game wheel administrator is responsible for the following:

- Making sure lines to spin the game wheel are organized and orderly.
- Judging where the wheel has landed.
- Interacting with the event participants as they approach the game wheel and spin it.
- Enthusiastically explaining the health and nutrition benefits of the item on which the game wheel lands.
- Distributing game prizes.
- Referring the event participants to other booth staff for additional information.

A tip sheet for the fruit, vegetable and physical activity game wheel is located at www.ca5aday.com/ca5aday.



HOW TO RECRUIT, TRAIN, AND MANAGE VOLUNTEERS

Volunteers are an important element to a successful community event. Volunteers can be responsible for a variety of booth activities. A sample volunteer recruitment letter is provided in Appendix C. When searching for volunteers, you should consider recruiting from churches, WIC, parent groups, colleges/universities, and other community-based organizations that conduct outreach to Food Stamp eligible adults and children.

Volunteers working at your booth should be easily recognizable by wearing name badges and *California 5 a Day Campaign* t-shirts. In addition, volunteers must be at least 18 years of age and be thoroughly briefed on their booth responsibilities prior to the event. To help your booth activities run smoothly and efficiently, it is essential that you conduct a volunteer orientation/training several days before the event begins. A sample volunteer orientation agenda is provided in Appendix D.

<p>Below are steps to consider when recruiting and confirming volunteers to support your community event activities:</p>	<p>Following are some of the booth responsibilities that can be coordinated by volunteers:</p>
<p>Begin your search for volunteers two months prior to your event.</p>	<p>Working with event coordinators to set up your booth, including tables/chairs, hanging banners/signage, unpacking educational materials, setting up the fruit, vegetable and physical activity game wheel, etc.</p>
<p>Whenever possible, get references and/or personal recommendations for potential volunteers.</p>	<p>Distributing <i>California 5 a Day Campaign</i> educational materials, such as brochures, cookbooks, and <i>Passport to Million Dollar Health</i> game materials.</p>
<p>Personally contact volunteers to determine their interest in your community event activities.</p>	<p>Circulating throughout the event to encourage participants to visit your booth and promote booth activities, such as food demonstrations and aerobics.</p>
<p>Provide event dates, and assign roles for each volunteer. A sample volunteer sign-in sheet and booth staff schedule is provided in Appendix E.</p>	<p>Overseeing the fruit, vegetable and physical activity game wheel.</p>
<p>Send each interested volunteer a letter formally requesting his/her participation in your upcoming event.</p>	<p>Assisting with the administration of the consumer survey.</p>
<p>Follow up your letter with a phone call. Use this opportunity to confirm their participation at your event.</p>	<p>Breaking down the booth space and packing up all signage, educational materials, etc.</p>
<p>Send a confirmation letter to all volunteers.</p>	

Booth Activities

Community event participants will be educated about fruit and vegetable consumption and physical activity at your booth through a variety of fun, engaging, and interactive activities. The activities include spinning the fruit, vegetable and physical activity game wheel; conducting the *Passport to Million Dollar Health* game; providing food and physical activity demonstrations; and sharing information about nutrition and physical activity. Visit www.ca5aday.com/ca5aday for a list of nutrition and physical activity messages that should be delivered at your booth.

Each activity is designed to improve awareness, knowledge, and skills related to fruit and vegetable consumption and physical activity. It is also important to set up a booth that is attractive, colorful, and captures the attention and interest of event participants.

TIPS TO ENSURE YOUR BOOTH IS WELL ATTENDED

The fruit, vegetable and physical activity game wheel, *Passport to Million Dollar Health* game, and food and physical activity demonstrations are proven activities that will ensure your booth is well attended throughout the duration of the community event. These activities deliver interactive and exciting nutrition education and physical activity experiences to community members and provide opportunities to distribute educational materials and nutrition education reinforcement items, like t-shirts, aprons, and lunch coolers.

Although these activities work well with adults and children, it is important to make a good first impression by ensuring your booth has a festive and professional appearance. Here are a few tips that can help:

Use booth signage that is visually appealing to attract the attention of passers-by. You should work with the event organizer to coordinate additional event signage and stage announcements promoting your booth activities.

Ensure your booth staff understands the importance of a well-organized, tidy booth. Empower each of them to police the booth throughout the day.

If staffing permits, ask booth staff to circulate throughout the community event to encourage participants to stop by your booth and to participate in your activities.

Ensure your booth staff are well groomed, energetic, and professional at all times.



FRUIT, VEGETABLE AND PHYSICAL ACTIVITY GAME WHEEL

Overview

The fruit, vegetable and physical activity game wheel is a hands-on activity guaranteed to generate excitement and engage community event participants in an entertaining, yet educational way.

There are two wheels available for community event activities. There's a colorful, 36-inch wheel that can be mounted to a stand, and there's a 24-inch tabletop wheel that stands alone on a shorter stand. The measurements and weight of each wheel is as follows:

36" GAME WHEEL		
Game pieces	Measurements	Weight
Wheel	34½ x 34½ x 3	73 lbs
Stand	62 x 2 x 2	14 lbs
Base	21 x 21 x 1½	9 lbs



24" GAME WHEEL		
Game pieces	Measurements	Weight
Wheel	23½ x 23½ x 3	55 lbs
Pole	1½ x 1½ x 34	4 lbs
Base	16 x 16 x 4	2 lbs

The game wheel features colorful fruit, vegetable, and physical activity graphics, which are visually appealing and help to stimulate communication between the game wheel administrator and the participants. The participants line-up to spin the wheel and the game wheel administrator uses this “teachable moment” to interact with the participants and share quick nutrition and/or health tips related to selected items on the wheel.

Implementation

Before playing the fruit, vegetable and physical activity game wheel, the booth staff should interact with event participants by asking questions about their eating and physical activity habits. At the same time, the staff should use this opportunity to educate participants about the health benefits of eating fruits and vegetables and doing regular physical activity.

Your game wheel administrator should enthusiastically invite participants to line up to spin the wheel, and use one of two options to play the game wheel.

Option 1:

After a participant spins the game wheel and it lands on a fruit, vegetable or physical activity graphic, the game wheel administrator will encourage him/her to share his/her favorite way of enjoying that particular fruit, vegetable or physical activity. Once the participant has shared his/her information, the game wheel administrator will provide a nutrition, physical activity, and/or health tip that coincides with the item on the wheel (visit www.ca5aday.com/ca5aday for a list of authorized tips that should be used at community events). The participant is then provided with a nutrition education reinforcement item, like a t-shirt, apron or lunch cooler, and a goodie bag filled with educational materials, like a cookbook, brochures, and shopping notepad (visit www.ca5aday.com/ca5aday for a list of nutrition education reinforcement items that are available



for community events and a list of educational materials that should be distributed to event participants).

Option 2:

You can purchase game stars (5 different colors) and randomly place them on the game wheel. Participants will spin the wheel and if they land on a star, they will receive a nutrition education reinforcement item. The color of the star determines exactly which prize they will receive.

For example:

- Gold = t-shirt
- Silver = cookbook
- Red = apron
- Green = lunch cooler
- Blue = tote bag

Once a participant has spun the wheel and before a nutrition education reinforcement item is provided, the game wheel administrator should share a nutrition, physical activity, and/or health tip that coincides with the item on the wheel.

If the participant landed on a starred item, he/she should receive the nutrition education reinforcement and a goodie bag. If the participant did not land on a starred item, he/she should receive a goodie bag.

Securing the fruit, vegetable and physical activity game wheel

It is important to secure the fruit, vegetable and physical activity game wheel as far in advance as possible. The game wheel is a very popular activity, and there is a great demand for it. Therefore, you should secure the game wheel once you have confirmed your participation in a community event.

To obtain the game wheel and arrange for pick-up or delivery, visit www.ca5aday.com/ca5aday to locate a local *California 5 a Day Campaign* project near you. At the end of the community event, you must immediately return the game wheel to the lending project.

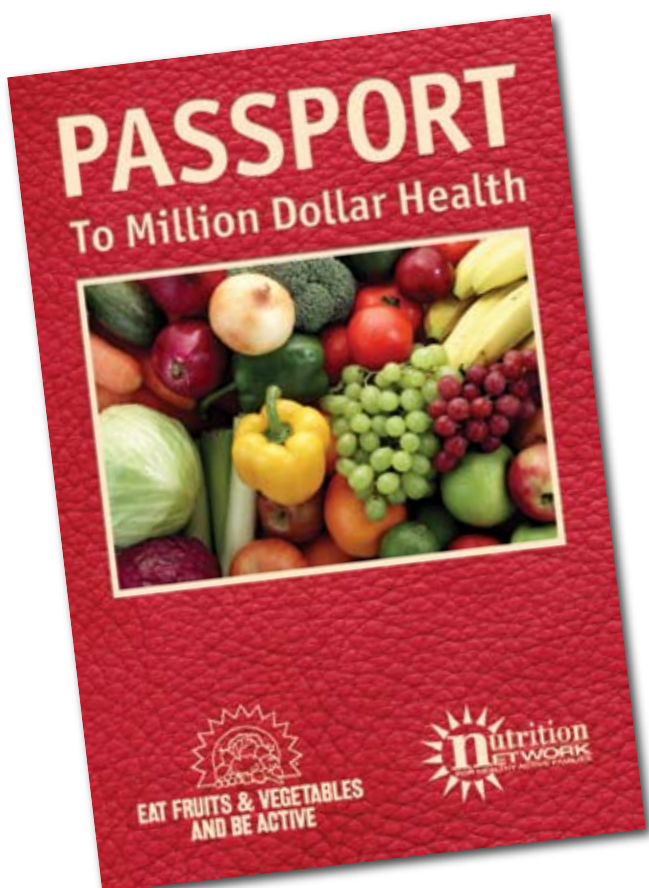
PASSPORT TO MILLION DOLLAR HEALTH GAME

The *Passport to Million Dollar Health* game was created by the *African American 5 a Day Campaign*. The purpose of the game is to educate event participants about healthy eating and physical activity and at the same time drive foot traffic to your booth. It also provides an opportunity to partner with nutrition, physical activity, and other health organizations that complement your goals and objectives.

Overview

The game requires event participants to answer four health-related questions listed on the passport and obtain a total of four stamps indicating they have answered the questions correctly. Once the first three questions have been answered and their passports have been stamped for each correct answer by participating event partners, participants can return to your booth to answer the final question and collect their nutrition education reinforcement item.

Event partners will display a *Passport to Million Dollar Health* poster indicating that event participants can obtain one of the four answers to the health-related questions and one stamp necessary to collect their prize at your booth. While game partners will have an answer sheet to each question, they should only provide one of the four answers to event participants, requiring them to visit other booths for the remaining answers and stamps.



GAME COMPONENTS

Item	Quantity
Passports	Enough to distribute to event participants (visit www.ca5aday.com/ca5aday for a sample passport)
Partner Posters	A minimum of four – each game partner and your booth (visit www.ca5aday.com/ca5aday for a sample poster).
Passport stamps	A minimum of four – each game partner and your booth.
Passport answer sheets	A minimum of four – each game partner and your booth.

STEP-BY-STEP GAME INSTRUCTIONS

1. Coordinate with event organizers to secure at least three game partners. Other event partners that participate in the game should promote healthy lifestyles and complement the goals and objectives of your event activities.
2. Provide each game partner with *Passport to Million Dollar Health* posters, which tell event participants they can get an answer to one of their questions and a stamp at this booth.
3. Provide game partners with answer sheets and a stamp for the passports.
4. Passports should only be stamped when participants have the correct answer.
5. Each game partner should provide only one answer and stamp per event participant.
6. Distribute passports to event participants, and explain how the game works.
7. Review passports to ensure event participants have obtained all four stamps.
8. Give event participants their nutrition education reinforcement item for participating, and allow them to keep the passport as a souvenir.



FOOD DEMONSTRATIONS AND SAMPLING

Food demonstrations are an excellent way to teach event participants how to include more fruits and vegetables in their daily meals and snacks. Actually seeing how various foods can be prepared using healthy recipes will help your target audience understand just how easy it is to make healthier entrees, side dishes, and beverages for their families. (Visit www.ca5aday.com/ca5aday for easy and nutritious food demonstration recipes.) It is also important to provide small samples of the recipes to event participants to show them that healthy foods are tasty and visually appealing.

To draw event participants to your booth, it is a good idea to display at least one colorful basket filled with a variety of seasonal, fresh, and affordable fruits and vegetables. The display will provide the booth staff with opportunities to discuss the nutritional benefits of fruits and vegetables, as well as show event participants how to select, store, and ripen fresh produce. Also, slice up a variety of fruits and vegetables and offer them as samples. You'll be surprised by the number of people that try these fruits and vegetables for the first time.



Tip

To obtain free or reduce-priced produce for your basket and food demonstrations, partner with grocery stores, farmers' markets, or local farmers.

As you think through the logistics of your food demonstration, make sure you determine whether you need to obtain a permit to conduct food demonstrations at your booth. You should call your local health department to explain your food demonstration activity, and ask them if a permit is necessary. In addition, you should coordinate with the event organizers to ensure that you have the necessary space, electrical outlets, and access to water.

Tip

To become a certified food handler, attend the ServSafe® training program. For more information, visit <http://www.calrest.org/edfoundation/foodsafety.asp>.

KEY ELEMENTS OF SUCCESSFUL FOOD DEMONSTRATIONS

- Food demonstrators should be friendly and engage event participants in conversation about healthy eating.
- Your food demonstration area should capture people's attention. Colorful signage and an approachable food demonstrator will help.
- While preparing recipes, demonstrators should explain that healthy eating can be easy and inexpensive. They should also show how to select, ripen, and store featured fruits and vegetables, as well as discuss the benefits of eating a diet rich in fruits and vegetables.
- Food demonstrators should have educational materials, such as recipes and tips on cooking healthier, to hand out to event participants.

FOOD SAFETY

Following are some general food safety tips:

- Safety and sanitation are your top priority when conducting food demonstrations.
- Never leave food unattended.
- Never give a child a sample without a parent's permission. The parent should always be present.
- Never let someone "double-dip" and contaminate food with his/her food utensil. It's always better to serve individual servings rather than have one bowl for dipping.
- Don't let event participants serve food. Your food demonstrator should be the only one serving food.
- Be careful with electricity and electrical cords. Be sure cords are not obstructing walking paths.



- All persons preparing or serving food should keep their hands clean at all times. Hands must be washed with soap and water after using the restroom.
- Food demonstrators should confine their hair and use tongs, plastic gloves, and utensils when preparing and serving food. If a demonstrator's hands are in contact with food, he/she must wear gloves.

PHYSICAL ACTIVITY DEMONSTRATIONS

Your program may want to consider hosting a physical activity demonstration as part of your participation in a community event. In order for the demonstration to be successful, it must be easy to participate in and entertaining.

In the past, successful efforts have included aerobics, jump roping, and hula hooping. These activities show event participants just how easy and fun it is to incorporate physical activity into their daily lives.

You should coordinate with event organizers to identify a location on the event grounds that will allow for physical activity demonstrations. There should be plenty of room for large numbers of people to participate. In addition, event attendees should be able to see and hear your physical activity instructor. A stage with an audio system is ideal.

To identify a local physical activity instructor, you can contact your local fitness centers, physical education teachers at local schools, YWCA, YMCA, and regional and local *Network and California 5 a Day Campaign* projects. All instructors should be carefully briefed on the goals and objectives of your education efforts at the community event and understand the key messages that you will be communicating at your booth.

EDUCATIONAL MATERIALS

Educational materials, like cookbooks and brochures, and nutrition education reinforcement items, like t-shirts, apron, and lunch coolers, are essential components of your community event activities. The materials help reinforce the information that you share with event participants and provide them with resources they can use in their daily lives. Visit www.ca5aday.com/ca5aday for a list of educational materials and nutrition education reinforcement items that are appropriate for community events, as well as a description of how to order materials. Make sure you order materials that are appropriate for the community members you are trying to reach (e.g., Food Stamp eligible Latino adults, African American adults, or children).

It is important that you have sufficient quantities of materials to distribute during the community event. You should calculate the number of materials you will need based on the past attendance of the event. As a general rule, you should have enough materials to distribute to most event participants. It is also a good idea to pre-package the materials in plastic goodie bags. This helps with materials distribution and gives your event participants a place to store their materials.



Educational materials and nutrition education reinforcement items should be distributed primarily to one adult per family. Children can also receive materials as long as an adult guardian is present and consents to the distribution of materials. Due to the expense of the nutrition education reinforcement items, event participants should be required to participate in some type of interactive educational activity, like the fruit, vegetable and physical activity game wheel, before receiving a nutrition education reinforcement item.

Tips

Order materials early and allow for shipping time.

It's always better to have materials left over for your next event than to run out of materials during a community event.

Tracking Distribution of Educational Materials

The number of goodie bags distributed at an event is the primary method used to track the number of people that visited your booth. One of your staff volunteers should be assigned to complete the inventory control log (see Appendix F). The inventory control log will show the start count of materials for distribution and the number of materials remaining at the end of an event. The difference between these two numbers represents the number of people who visited the booth and participated in the educational activities. This information can be a valuable resource when reporting on your successful education efforts in newsletters, progress reports, and post-event press releases. The information will also help you to evaluate and/or substantiate the actual benefit of your participation in each event.



Availability of Educational Materials

There are limited supplies of educational materials and nutrition education reinforcement items from the *California 5 a Day Campaign* and its parent program, the *Network*. The materials are available in limited quantities to *California 5 a Day*- and *Network*-funded projects. They are also available to California-based projects that serve Food Stamp eligible adults and children.

If your program is not funded by the *California 5 a Day Campaign/Network* or does not have the budget to purchase educational materials from a vendor, it is strongly recommended that you identify a partner that can help pay for the items you need at your event booth. Possible partners include:

- Grocery stores
- Health insurance companies
- Hospitals/clinics
- Fruit and/or vegetable growers
- Voluntary Health Organizations
(e.g., American Cancer Society and American Heart Association)

In pursuing partnerships, make sure that the organization has a credible reputation in the community and demonstrates business practices that are socially, environmentally and politically responsible.

CONSUMER SURVEY

The consumer survey is a key component of your outreach activities. The survey will help you collect important information about your target audience so that your activities can be modified to ensure your program is effective.

You may also choose to develop your own surveys based upon the need of your organization and your program. If you choose this option, be sure to involve a formally trained research and evaluation expert in the process.

Before you attend a community event, you should set a minimum goal of completed surveys for each day based upon the number of people that are expected to attend. If several hundred people are attending the event each day, you should administer a minimum of 30 surveys per day. If several thousand people are attending, you should administer a minimum of 75 surveys each day.

It is recommended that booth staff assist event participants in completing the consumer survey before they spin the fruit, vegetable and physical activity game wheel. It is also important that you provide a small nutrition education reinforcement item, like a pen or shopping notepad, to those that agree to complete the survey. See Appendix A for sample surveys, and visit www.ca5aday.com/ca5aday for updated surveys. See Appendix B for tips on how to administer the survey.



Media Outreach

Community events are a great time to partner with television, radio, and print media. Your organization's participation in a local event provides you with an excellent opportunity to not only publicize your outreach efforts, but to inform consumers about the benefits of eating the recommended amount of fruits and vegetables and enjoying daily physical activity. Working with the media is also an important way to position your program as a credible and useful source of information regarding health, nutrition, and active lifestyles. To establish this credibility, it is critical that you provide the media with reliable, accurate, and timely information on a consistent basis.

YOUR MEDIA RELATIONS OBJECTIVES

As you begin your work with television, radio and print media, remember that your media relations objectives are to:

- Announce your involvement in the community event and provide basic information about the event (i.e., dates, times, location, how your organization will be involved, etc.).
- Provide interesting and unique news angles to encourage the media to cover your participation in the event (i.e., to help build a healthy California, you and your partners worked with event organizers to reduce the size of the large "beer garden" and replaced much of the area with a fruit, vegetable, and physical activity demonstration area).
- Disseminate key messages about why your organization is involved in the community event, what you hope to accomplish as a result of your involvement in the event, and why it is essential to increase fruit and vegetable consumption and physical activity among Californians, in general, and Food Stamp eligible Californians, in particular.



PRE-EVENT COVERAGE VS. POST-EVENT COVERAGE

Any positive media coverage of your event, either before or after the event takes place, is good media coverage. There are, however, specific objectives for pre- and post-event coverage, and it's important that you carefully consider what you're hoping to achieve through your media relations efforts prior to seeking one or the other.

One of the primary purposes of pre-event coverage is to drive traffic to your event. While it's always good to increase attendance at the events you are partnering with, keep in mind it is often very difficult to secure media attendance at local events, and event organizers usually coordinate publicizing the event and inviting media to attend. Be sure to coordinate all pre-event media relations with event organizers.

Post-event coverage can serve to highlight the success of your outreach efforts after the event has taken place. One of the advantages to this strategy is that coming up with an original

story angle unique to your specific activities at the event can increase your chances of getting coverage and decrease the likelihood of being grouped together generically with other event sponsors during pre-event publicity coverage.

TYPES OF MEDIA

There are three main types of media to consider approaching to cover your activities at an event:

ELECTRONIC MEDIA
Talk/news/music radio shows
Local television news
ALTERNATIVE MEDIA
Church bulletins/newsletters
Internet postings on community calendars, etc.
Newsletters published by community groups, health organizations, etc.
E-mail distribution lists
PRINT MEDIA
Weekly community newspapers
Ethnic newspapers
Entertainment publications that provide community calendars
Daily newspapers

KEY STEPS TO MEDIA RELATIONS

Identify media outlets and develop a media list

The first step in effective media outreach is to create a comprehensive list of local media outlets. Be sure to include all types of media. The appropriate contact at each media outlet will vary depending on the type of media outlet to whom you are sending your news materials. As a general rule, you can follow these guidelines:

- TV – planning/assignment editor
- Radio – assignment editor, news director, or community affairs director
- Public Access – community relations representative
- Alternative Media – editor
- Newspaper – city desk, news editor, or health editor

Keep in mind, reporters at smaller community papers may serve more than one role with multiple responsibilities. These papers rarely, if ever, expand their pages to accommodate additional news as daily papers do on a heavy news day. Larger publications, however, may have dedicated reporters who cover health issues or community events, and space limitations for your story may be of less concern. Call your local media outlets and get the names and correct spelling of the most appropriate contacts. It is also important to update your media lists frequently, as media contacts change often.

Make sure that alternative media outlets receive your media materials in the same timeframe as general media. When doing media relations, it is important to include publications/newsletters at churches and other community-based organizations in your area. Call to find out who is the contact person that can print your information as part of a calendar listing or make a brief announcement. Be sure to ask if they would like information faxed, e-mailed or sent by U.S. mail, and in what format.

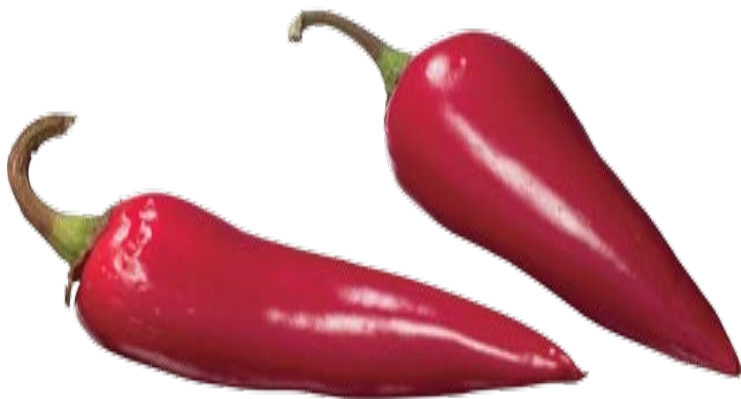
Develop appropriate media relations tools for your outreach purposes

To assist you in your media relations efforts, the media relations tools you will most often use are a media advisory, calendar release, press release, and public service announcement. Following are detailed descriptions of these tools with explanations of when it is appropriate to use them.

Samples of the following media relations tools are provided in Appendices G-J.

Media Advisory – If you are notifying the media about a community event in which you are participating and would like to invite them to attend, distribute a one-page media advisory two to three days before the event.

The advisory should be one page with the headings: who, what, when, where, and why. You should also identify spokespeople from your organization who will be at the event and available to speak to reporters. Be sure to list a contact person from your organization along with a telephone number in case reporters have questions. The media contact should be available to respond to all media inquiries – even after normal business hours. In addition, media contacts and spokespeople should be well trained and prepared to provide details about their efforts to improve fruit and vegetable consumption and physical activity among Food Stamp eligible



Tips

Recommended timing for distribution of a media advisory and calendar release

The media advisory should be faxed to local media two to three days in advance of the event. For electronic media, fax the advisory again the morning of the event.

For weekly publications, calendar releases should be mailed six to eight weeks prior to the event, while one to two weeks is sufficient time for daily newspapers. Be sure to call each paper and ask how far in advance your calendar release should be sent.

families and answer any difficult questions a reporter might ask.

Calendar Release – A calendar release should be distributed to local media to notify them of your upcoming community event. Before sending a calendar release, however, be sure to coordinate with event organizers so you do not duplicate efforts.

Calendar releases should be sent several weeks in advance. In fact, weekly and monthly publications may require six to eight weeks lead time for calendar releases. Before sending, be sure to call and ask about a publication's requirements for receiving calendar releases.

The calendar release should be one page and include only the pertinent information regarding the event, including who, what, when, and where. Again, be sure to include a contact name and number from your organization. Remember that reporters are always on deadline and may need to contact you outside of normal business hours for additional information.

Press Release – The purpose of the press release is to provide media with useful information and credible quotes regarding your organization’s successful outreach efforts during or immediately following a local event. The press release provides more in-depth information than the news advisory or calendar release.

Your participation in an event provides you with an opportunity to promote your program’s successful efforts to improve fruit and vegetable consumption and physical activity in the community. The following tips will help you develop an effective press release:

- Press release copy should be double-spaced and only on one side of each page.
- Summarize the main point of your press release, using a short headline in bold type and all caps. Use a sub-headline for supporting information, if necessary.
- Put the key elements of your press release in the first two paragraphs. Make sure your news is clearly detailed in the first paragraph.
- The body of your press release should explain the who, what, when, where, and why of your efforts at the community event.
- Quotes from representatives of your organization should be included to support your story and add a personal perspective.
- Use accurate statistics to emphasize your message points and demonstrate the relevance of your outreach efforts.
- Be brief and concise. Your press release should be no more than two pages.
- Always provide a contact name and phone number.

Public Service Announcements (PSA)— You can submit a 30-second PSA to your local radio stations. The PSA should do the following:

- Highlight your participation in the event.
- Encourage residents to attend the event and visit your booth.
- Encourage listeners to eat the recommended amount of fruits and vegetables and enjoy physical activity every day.
- Provide a phone number for residents to contact should they have questions regarding the event.
- Credit your sponsors.

Tips

Recommended timing for distribution of a press release and PSA

Check for publication dates of magazines or newspapers on your distribution list. Make sure your press release reaches the editor by that date. If the information included in the press release should not be published before a specific date, place an embargo statement, such as “not for publication before...”

Submit a PSA to your local radio station at least 2½ weeks prior to your event.

Follow Up with the Media

Following up with the media on the phone is appropriate and necessary to ensure your press materials were received and determine whether the media representatives are interested in covering your story. Don't hound reporters, however. Avoid calling when you know they are working on a deadline. Generally, do not call any newspapers after 3:00 p.m. and avoid calling weekly newspapers on Thursday afternoons, as this is when they are usually getting the next issue ready for print. Radio and television news deadlines vary. Mornings are usually best for both radio and television.

Other Strategies for Securing Coverage

Because smaller community papers have fewer reporters and are unable to cover stories due to limited staff, you may want to consider contacting the publications and asking if they are interested in the following:

A "canned" story

- Offer to submit a "canned" story in advance of, or immediately after, the event. A "canned" story refers to one written by someone not affiliated with the newspaper, and it does not contain a byline (name/author). Before submitting a "canned" story, contact the newspaper to determine if they will accept your story and ask for details regarding format, length, etc. See a sample canned story tailored for African American audiences in Appendix K.

Using photographs to secure coverage

- It is always a good idea to hire or secure a volunteer photographer for your event, just in case the newspaper cannot send one from their staff. Have your photographer take color photos of event participants visiting your booth. If necessary, the newspaper can convert your color photos to black and white. Send one to two photos along with short captions to your community papers. In your captions, be sure to include names and titles of everyone in the photograph, as well as a



brief description of the action taking place (e.g., "African American 5 a Day Campaign partners encourage those attending the Martin Luther King Jr. Festival on February 9 to consume the recommended amount fruits and vegetables every day.") Generally, papers won't use photos without a professional touch, so a professional photographer can make the difference between getting a story and missing out on coverage.

Photographs also help document activities and can be used in other ways, such as recognition for sponsors, partners, and volunteers or as part of a grant application or program evaluation.

Media Evaluation

As follow up to your media relations efforts, you should carefully monitor and collect all news clippings. Monitoring and collecting news clippings can help you determine the success of your media outreach, as well as provide insight as to what type of media approach worked and what approaches could be improved upon.

Post-Event Instructions

Following your community event, it is important that you carefully evaluate your efforts to determine the number of people you reached and make any necessary modifications to your outreach activities.

You should complete evaluation reports on the following:

- Event wrap-up report
- Media relations report
- Summary of consumer survey results

EVENT WRAP-UP REPORT

The purpose of the wrap-up report is to help you evaluate your community event activities. Information from the report should be used to make any changes to increase the effectiveness of your future event activities. See Appendix L for a wrap-up report outline.

MEDIA RELATIONS REPORT

If you worked with your local media as part of your community event efforts, you should complete a media evaluation report. The purpose of the report is to measure your media relations efforts and determine how many community members you reached through the media.

A media evaluation report should provide the following information:

- A list of the media outlets that reported on your outreach activities
- A brief description of the outlet, including its readers/viewers/listeners
- An estimated number of people reached (circulation, number of viewers/listeners)
- A short description of the coverage
- Newspaper clips, including photographs

See Appendix M for a sample of the media relations report.

CONSUMER SURVEY

The purpose of the consumer survey is to learn more about your program's target audience so that you can modify your nutrition and physical activity outreach efforts to better support positive behavior changes.

Following your event, consumer survey data should be tallied and analyzed. Survey analysis should be completed by someone who is very familiar with survey methods, basic statistics, statistical software, and data analysis.



All information given here will be kept confidential and not shared with any other agency.

California 5 a Day Campaign

CONSUMER SURVEY

Event Name: _____

City: _____ Zip Code: _____

Please circle responses

1. Before today, have you heard or seen the message "Eat fruits and vegetables and be active every day for better health?"

___ Yes ___ No (Skip to 3) ___ I'm not sure (Skip to 3)

2. Where did you hear or see the message? (Circle all that apply)

Television	Radio	Outdoor billboard	Bus advertisement	Brochure	Supermarket
Magazine	Newspaper	School	After school program	T-shirt	Restaurant
WIC clinic	Doctor's office	Flea market	Festival	Farmers' market	Friend
Church	Family member	Other _____			

3. On average, how many cups of fruits and vegetables do you eat every day?

___ number of cups ___ I don't know

4. How many cups of fruits and vegetables should you eat every day for good health?

___ number of cups ___ I don't know

5. On average, how many minutes do you spend each day doing physical activity (e.g., gardening, walking, exercising)?

___ number of minutes ___ I don't know

6. How many minutes of physical activity should you do each day for good health?

___ number of minutes ___ I don't know

7. Please check the three medical conditions that are of the greatest importance to you.

___ Anemia	___ Arthritis	___ Asthma	___ Allergies	___ Cancer
___ Diabetes	___ Heart Disease	___ Stroke	___ Obesity	___ Osteoporosis
___ Mental Illness (e.g., depression)	___ High Blood Pressure	___ HIV and AIDS		
___ Other disease [Please describe] _____	___ None of the above			

All information given here will be kept confidential and not shared with any other agency.

8. Complete the following sentence:

It would be easier for me to eat more fruits and vegetables if... (Mark all that apply)

- ☐ A. Restaurants in my neighborhood would offer more fruit and vegetable choices at affordable prices
- ☐ B. My place of work would offer quality fruits and vegetables at affordable prices
- ☐ C. Grocery stores in my neighborhood would offer a better selection of quality fruits and vegetables
- ☐ D. More affordable fruits and vegetables were available in the grocery stores in my neighborhood
- ☐ E. There were grocery stores in my neighborhood
- ☐ F. There was a farmers' market in my neighborhood
- ☐ G. There was a community garden in my neighborhood
- ☐ H. There were bus routes or a shuttle service to grocery stores
- ☐ I. Other changes (*Please describe*)

- ☐ J. No changes are needed (*skip to number 11*)

9. From your choices above, what is the most important item that would make it easier for you to eat fruits and vegetables? *Write the letter below in the space provided.*

Letter ____ above is the most important change to help me eat more fruits and vegetables

____ None of the above (*skip to number 11*)

10. Based on your response to question 9, what can you do to help make this change happen?

Provide answer here:

(If participants list personal changes "I just need to do it" ask "but what would make it easier for you to just do it?")

- ☐ I don't know what I could do to make this change happen

All information given here will be kept confidential and not shared with any other agency.

11. Complete the following sentence:

It would be easier for me to be physically active if... *(Mark all that apply)*

- ☐ A. I had safe walking areas in my neighborhood
- ☐ B. I had safe places for bike riding in my neighborhood
- ☐ C. I had wide sidewalks without cracks, weeds, and trash in my neighborhood
- ☐ D. My workplace offered more opportunities to be physically active
- ☐ E. Parks, playfields, and community centers in my neighborhood were clean, safe, and open in the evening hours
- ☐ F. School gyms and sports fields in my neighborhood were open and available to me after school hours
- ☐ G. Other changes *(Please describe)*

- ☐ H. No changes are needed *(skip to number 14)*

12. From your choices above, what is the most important item that would make it easier for you to be more physically active every day. Write the letter below in the space provided.

Letter ____ above is the most important change to help me get more physical activity every day
____ None of the above *(skip to number 14)*

13. Based on your response to question 12, what can you do to help make this change happen?

Provide answer here:

- ☐ I don't know what I could do to make this change happen

14. About you (*all information will be kept confidential*):

- a. Number of people in household (yourself included): ____
 Number of children under 18 years of age in your household: ____
 Number of 9- to 11-year-old children in your household: ____
- b. Your gender: Male Female
- c. Age range you belong to: under 25 25-34 35-44 45-54 55 or over
- d. Ethnic Group:
- | | | |
|--------------------------------------|------------------------|-----------------|
| Latino/Hispanic/
Mexican-American | Asian/Pacific Islander | Caucasian/White |
| African American/Black | Other _____ | |
- e. Primary language spoken at home:
- | | | | |
|---------|---------|--------------------------|-------------|
| Spanish | English | Both Spanish and English | Other _____ |
|---------|---------|--------------------------|-------------|
- f. Annual household income:
- | | | | | |
|----------------|-------------------|-------------------|-------------------|-----------|
| Under \$15,000 | \$15,000-\$24,999 | \$25,000-\$34,999 | \$35,000-\$49,999 | \$50,000+ |
|----------------|-------------------|-------------------|-------------------|-----------|
- g. In the last two years, have you or anyone in your household, including your children, used any of the following services? (*circle all that apply*)
- | | | | | |
|------------------|----------------------------------|--|--|-------------------|
| WIC | Medi-Cal | Food Stamps | TANF | Cal-Works |
| Healthy Families | Head Start | Unemployment | Healthy Start | Migrant Education |
| ESL | Summer Food Program for Children | Free or reduced price school breakfast program | Free or reduced price school lunch program | No, none of them |

California 5 a Day Consumer Survey

SURVEYOR'S VERSION

Event Name: _____

City: _____ Zip Code: _____

Please circle responses

1. Before today, have you heard or seen the message "Eat fruits and vegetables and be active every day for better health?"

____ Yes ____ No (Skip to 3) ____ I'm not sure (Skip to 3)

2. Where did you hear or see the message? (*Circle all that apply*)

Television	Radio	Outdoor billboard	Bus advertisement	Brochure	Supermarket
Magazine	Newspaper	School	After school program	T-shirt	Restaurant
WIC clinic	Doctor's office	Flea market	Festival	Farmers' market	Friend
Church	Family member	Other _____			

3. On average, how many cups of fruits and vegetables do you eat every day?
(*please have a measuring cup on hand to help people visualize what a cup is*)

____ number of cups ____ I don't know

4. How many cups of fruits and vegetables should you eat every day for good health?
(*please have a measuring cup on hand to help people visualize what a cup is*)

____ number of cups ____ I don't know

5. On average, how many minutes do you spend each day doing physical activity
(*e.g., gardening, walking, exercising*)?

____ number of minutes ____ I don't know

6. How many minutes of physical activity should you do each day for good health?

____ number of minutes ____ I don't know

7. Please check the three medical conditions that are of the greatest importance to you.

____ Anemia	____ Arthritis	____ Asthma	____ Allergies	____ Cancer
____ Diabetes	____ Heart Disease	____ Stroke	____ Obesity	____ Osteoporosis
____ Mental Illness (e.g., depression)	____ High Blood Pressure	____ HIV and AIDS		
____ Other disease [Please describe] _____				____ None of the above

8. Complete the following sentence:

It would be easier for me to eat more fruits and vegetables if... (Mark all that apply)

- ☐ A. Restaurants in my neighborhood would offer more fruit and vegetable choices at affordable prices
- ☐ B. My place of work would offer quality fruits and vegetables at affordable prices
- ☐ C. Grocery stores in my neighborhood would offer a better selection of quality fruits and vegetables
- ☐ D. More affordable fruits and vegetables were available in the grocery stores in my neighborhood
- ☐ E. There were grocery stores in my neighborhood
- ☐ F. There was a farmers' market in my neighborhood
- ☐ G. There was a community garden in my neighborhood
- ☐ H. There were bus routes or a shuttle service to grocery stores
- ☐ I. Other changes (*Please describe*)

(If participants list personal changes "I just need to do it" ask "but what would make it easier for you to just do it?")

- ☐ J. No changes are needed (*skip to number 11*)

9. From your choices above (*re-read the selections*), what is the most important item that would make it easier for you to eat fruits and vegetables? *Write the letter below in the space provided.*

Letter ____ above is the most important change to help me eat more fruits and vegetables

____ None of the above (*skip to number 11*)

10. Based on your response to question 9 (*re-read the selection*), what can you do to help make this change happen?

Provide answer here:

(If participants list personal changes "I just need to do it" ask "but what would make it easier for you to just do it?")

- ☐ I don't know what I could do to make this change happen

11. Complete the following sentence:

It would be easier for me to be physically active if... *(Mark all that apply)*

- ☐ A. I had safe walking areas in my neighborhood
- ☐ B. I had safe places for bike riding in my neighborhood
- ☐ C. I had wide sidewalks without cracks, weeds, and trash in my neighborhood
- ☐ D. My workplace offered more opportunities to be physically active
- ☐ E. Parks, playfields, and community centers in my neighborhood were clean, safe, and open in the evening hours
- ☐ F. School gyms and sports fields in my neighborhood were open and available to me after school hours
- ☐ G. Other changes *(Please describe)*

(If participants list personal changes "I just need to do it" ask "but what would make it easier for you to just do it?")

- ☐ H. No changes are needed *(skip to number 14)*

12. From your choices above *(re-read the selections)*, what is the most important item that would make it easier for you to be more physically active every day. Write the letter below in the space provided.

Letter ____ above is the most important change to help me get more physical activity every day
____ None of the above *(skip to number 14)*

13. Based on your response to question 12 *(re-read the selections)*, what can you do to help make this change happen?

Provide answer here:

(If participants list personal changes "I just need to do it" ask "but what would make it easier for you to just do it?")

- ☐ I don't know what I could do to make this change happen

14. About you (*all information will be kept confidential*):

- a. Number of people in household (yourself included): ____
Number of children under 18 years of age in your household: ____
Number of 9- to 11-year-old children in your household: ____
- b. Your gender: Male Female
- c. Age range you belong to: under 25 25-34 35-44 45-54 55 or over
- d. Ethnic Group:
- | | | |
|--------------------------------------|------------------------|-----------------|
| Latino/Hispanic/
Mexican-American | Asian/Pacific Islander | Caucasian/White |
| African American/Black | Other _____ | |
- e. Primary language spoken at home:
- | | | | |
|---------|---------|--------------------------|-------------|
| Spanish | English | Both Spanish and English | Other _____ |
|---------|---------|--------------------------|-------------|
- f. Annual household income:
- | | | | | |
|----------------|-------------------|-------------------|-------------------|-----------|
| Under \$15,000 | \$15,000-\$24,999 | \$25,000-\$34,999 | \$35,000-\$49,999 | \$50,000+ |
|----------------|-------------------|-------------------|-------------------|-----------|
- g. In the last two years, have you or anyone in your household, including your children, used any of the following services? (*circle all that apply*)
- | | | | | |
|------------------|----------------------------------|--|--|-------------------|
| WIC | Medi-Cal | Food Stamps | TANF | Cal-Works |
| Healthy Families | Head Start | Unemployment | Healthy Start | Migrant Education |
| ESL | Summer Food Program for Children | Free or reduced price school breakfast program | Free or reduced price school lunch program | No, none of them |

How to Administer Consumer Surveys

CONSUMER SURVEY ADMINISTRATION PROTOCOL

1. Administer surveys throughout the day during each event to obtain the number of surveys needed.
2. Write the event name, city, and zip code in the space provided on the survey.
3. Provide the participant with a copy of the survey and retain a copy for yourself.
4. Invite the participant to follow along while you read aloud the participant instructions, questions, and response categories.
5. Tell the participant that you will fill out the survey for him/her.
6. Read aloud slowly the participant instructions. Ask the participant if he/she has any questions.
7. Read aloud slowly each question and response category.
8. At the end of the survey, thank the participant for helping to improve the *California 5 a Day Campaign* and give the participant a premium nutrition education reinforcement item.

Volunteer Recruitment Letter

Date _____

<<Name>>

<<Organization>>

<<Address>>

<<City, State and Zip Code>>

Dear _____,

On behalf of the *California 5 a Day Campaign*, I would like to invite you and other members of (name of organization) to join us as volunteers at the <<name of event/festival>> on <<date of event/festival>>.

Volunteers play an important role at our community events, because they help to educate the community about proper nutrition and physical activity. As you may know, poor diet and physical inactivity are among the leading causes of preventable diseases such as heart disease, some cancers, obesity, and type 2 diabetes.

At our booth, we will provide a variety of entertaining, and educational activities, which reinforce the importance of eating the recommended amount of fruits and vegetables and engaging in physical activity every day.

We will be hosting a volunteer orientation meeting on <<date of meeting>> at <<location>>. Please mark your calendar! Again, we hope you can join us as a volunteer and support the effort to help members of our community make healthier lifestyle choices.

I will follow up with you in a couple of days to determine your interest. At that time, I can answer any questions you may have about our outreach efforts and your role as a volunteer.

Sincerely,

<<Your name>>

<<Name of your organization>>

Volunteer Orientation Agenda

INTRODUCTIONS

- Ensure that all volunteers and *California 5 a Day Campaign* representatives who will be hosting your booth have been introduced.

OVERVIEW OF THE COMMUNITY EVENT

- Briefly describe the community event, providing background information on its organizers, sponsors, themes, and other vendors.

DATES, TIMES, AND OTHER DETAILS

- Provide the event dates, and outline specific times each volunteer should report to the event location to begin working. Also, provide a volunteer work schedule (see Appendix M).
- Provide the exact address of the event along with information about parking.
- Review the dress code with your volunteers, and provide name tags and distribute *California 5 a Day Campaign* t-shirts to be worn while working.

ROLES AND RESPONSIBILITIES

- Review the specific roles and responsibilities of each volunteer. Answer any questions they may have about their responsibilities and booth activities.
- Train volunteers on how to interact with event participants, distribute educational materials, use the fruit, vegetable and physical activity game wheel, and assist in administering consumer surveys.
- Train volunteers on the key messages they should communicate to event participants regarding the daily recommended amount of fruits and vegetables, daily recommended levels of physical activity, health benefits of fruits, vegetables and physical activity, and much more. To obtain up-to-date health messages, go to www.ca5aday.com/ca5aday.

Volunteer Sign-In Sheet and Booth Staff Schedule

VOLUNTEER SIGN-IN SHEET

Event Name: _____

Date: _____

Print Name	Time In	Lunch Out	Lunch In	Time Out	Signature

Volunteer Sign-In Sheet and Booth Staff Schedule

California 5 a Day Campaign

BOOTH STAFF SCHEDULE

Event Name: _____ Date: _____

JOB	Morning Shift (_____)	Afternoon Shift (_____)
Booth Supervisor		
Participant Recruiter		
Registered Dietitian		
Game Wheel Administrator		

Inventory Control Log

California 5 a Day Campaign | Collateral and Evaluation Forms

Event Name: _____ Date: _____

[illegible]

Media Advisory

Contact: <<name, title>>
<<phone number>>
<<email address>>

MEDIA ADVISORY (sample)

California 5 a Day Campaign
Promotes Building a Healthy Body and Soul
Program Promotes Healthier Eating and Regular Physical Activity

WHO: *California 5 a Day Campaign*

WHAT: Inland Empire residents are encouraged to visit the *California 5 a Day Campaign* booth at the Fun Quest & Health Festival to learn more about the health benefits of eating fruits and vegetables and engaging in physical activity every day.
Those who visit the *California 5 a Day Campaign* booth will be able to talk to registered dietitians who will answer health- and diet-related questions and receive free blood pressure, diabetes, and cholesterol screenings.

WHEN: <<date>>
<<time>>

WHERE: <<location>>
<<address>>

WHY: According to the American Diabetes Association, African Americans are almost twice as likely to have type 2 diabetes, which can lead to blindness, kidney disease, amputations, heart disease and stroke. Poor diet and physical inactivity are the leading causes of diabetes.

Calendar Release

Contact: <<name, title>>
<<phone number>>
<<email address>>

CALENDAR RELEASE

(sample)

California 5 a Day Campaign
Promotes Building a Healthy Body and Soul

WHO: *California 5 a Day Campaign*

WHAT: Inland Empire residents are encouraged to visit the *California 5 a Day Campaign* booth at the Fun Quest & Health Festival to learn more about the health benefits of eating fruits and vegetables and engaging in physical activity every day.

WHEN: <<date>>
<<time>>

WHERE: <<location>>
<<address>>

Press Release

Contact: <<name, title>>
<<phone number>>
<<email address>>

For Immediate Release

CALIFORNIA 5 A DAY CAMPAIGN PROMOTES BUILDING A HEALTHY BODY AND SOUL

San Bernardino, CA – Joe Smith of Friendship Church is “Fun Quest & Health Festival 200X” outreach coordinator for the *California 5 a Day Campaign*. On Saturday, October 27 from 10:30 am to 3:30 pm, Smith will host a fun and entertaining booth to educate community members about the benefits of eating fruits and vegetables and doing physical activity every day. He will encourage festival participants to play the fruit, vegetable, and physical activity game wheel, offer tasty fruit and vegetable samples, involve the kids in fun physical activity demonstrations, and distribute colorful cookbooks, t-shirts, and much more! Community members can also talk to registered dietitians who will answer health questions, and they will receive free blood pressure, diabetes, and cholesterol screenings. All of the festivities will take place at San Bernardino Stadium (280 South E Street), which is at the end of the 13th annual Red Ribbon Week parade route that starts at 10:00 am.

Smith, affectionately referred to as Joe, stated “people are not eating enough fruits and vegetables and not getting enough physical activity. It is more important than ever to eat right and be active because obesity is such a costly problem in California.”

Smith is part of a much larger effort in San Bernardino to improve the community’s health. He is joined by churches, the local health department, schools, community youth organizations, grocery stores, farmers’ markets, and community leaders to fight the war on obesity. Smith and community

groups know that improvements in healthy eating and physical activity can be achieved when people come together to provide education and create living conditions where fruits, vegetables, and physical activity are easy to access in the community. Smith notes that “this festival is just one of many ways to educate people about healthy eating and physical activity. We must encourage healthy foods and safe physical activity opportunities throughout our community if we are to build a healthy San Bernardino.”

Smith is a member of the *5 a Day Campaign’s* Advisory Council whose mission is to increase fruit and vegetable consumption and physical activity among low-income Californians. For more information, contact (555)555-5555. The *California 5 a Day Campaign* is funded by the United States Department of Agriculture Food Stamp Program.

#

Public Service Announcement

ORGANIZATION: <<organization>>

<<name>>

<<title>>

<<address>>

START USE: <<date>>

STOP USE: <<date>>

CONTACT:

<<name>>

<<organization>>

<<phone number>>

<<fax number>>

<<email address>>

Reading Time: 20 Seconds

Spin the Fruit, Vegetable, and Physical Activity Game Wheel and collect recipes for tasty heart healthy dishes, physical activity tips and more; Saturday, October 27, at Fun Quest and Health Festival 200X in the San Bernardino Stadium immediately following the Red Ribbon Week Parade. Eat the recommended amount of fruits and vegetables every day and be active for better health! Join the *California 5 a Day Campaign* on Saturday, October 27 from 10:30 am – 3:30 pm to find out how.

Canned Story

Soulful and Healthy Summer-time Cooking The African American 5 a Day Campaign Tells How

In the continuing series on African American health, the California African American 5 a Day Campaign has partnered with the ACC Church News to raise awareness about the growing health concern in our communities.

Finally, summer is here! Time to bring out the sunglasses, grab a bucket of fruit, a crisp fresh vegetable salad and head to the park or back yard for a traditional summer barbecue. We all know a great barbecue takes lots of planning, so the African American 5 a Day Campaign is pleased to offer healthy and nutritious recipes to help get your summer cookout and picnic off to a great start. In this article, we've included healthy eating tips and great recipes prepared the 5 a Day way. As we've discussed throughout this series, African Americans face a continuing health challenge. The U.S. Department of Health and Human Services estimates that unhealthy eating and inactivity contribute to between 310,000 and 580,000 premature deaths each year.

"African Americans are not eating a low-fat diet because 85 percent are not in the habit; 59 percent do not like the taste and 47 percent say it's too hard to buy in restaurants," said Myrtle Tracy, MS, RD, of the Los Angeles Blacks in Nutrition and Dietetics (LABIND). Experts agree that these factors contribute to the growing health problems among African Americans. The African American 5 a Day Campaign is concerned about this trend and works to help families find ways to change these habits by sharing a colorful variety of tasty fruit and vegetable recipes. A key strategy they recommend is to start by finding fruits and vegetables you like and try new foods often. Reward restaurants where you can get healthy menu options by choosing them as your place to eat. The Campaign also reminds us that nutrition and physical activity go hand in hand to protect your health. Take advantage of the longer daylight hours that make taking a walk or playing ball after work or school easier.

The African American 5 a Day Campaign wants you to know that improving your health and managing your weight doesn't require a lot of effort. Fortunately, eating the recommended amount of fruits and vegetables and doing 60 minutes of physical activity for adults and children a day, can make a difference. Family potlucks and church picnics are a good time for family and church members to try new foods. Here are a few recipes that will help you create delicious and healthy meals that will nurture your body while pleasing your soul.

MIXED FRUIT SMOOTHIE


This is a great breakfast idea, or whip up as an afternoon snack. Use fresh or frozen fruit, depending on the season.

- 1 banana
- 1 cup fresh or frozen strawberries, hulled
- 1 cup sliced canned or fresh peaches
- 1 cup orange juice
- 1 tablespoon honey
- 1 cup crushed ice

Directions:

Combine all ingredients in a blender container and process until smooth. Makes 3 servings.

Nutritional Analysis Per Serving: Calories, 166; Fiber, 3g; Fat, 0g; Cholesterol, 0mg; Carbohydrates, 40g; Protein, 1g; Sodium, 10mg. Percent calories from fat, 2%.



Building a Healthy Body & Soul

Eat Fruits and Vegetables Every Day and Be Active for Better Health!

LET FRUITS AND VEGETABLES AND A LITTLE EXERCISE

www.ca5aday.com

HERBED POTATO SALAD

Fresh vegetables and a low-cal vinaigrette give this salad a fresh flavor. Stir in a little crumbled bacon for a heartier taste.

- 1 1/2 lbs. red potatoes, cut into quarters
- 1/2 cup low-calorie Italian dressing
- 1/2 teaspoon spicy brown mustard
- 1 tablespoon chopped fresh parsley
- 3/4 teaspoon garlic salt
- 1/4 teaspoon pepper
- 1/2 cup finely chopped red and green bell pepper
- 1/2 cup sliced green onions

Directions:

Cook potatoes in boiling water until tender, about 10 minutes (do not overcook). Drain well and let cool. Cut potatoes into bite-sized pieces and place in a medium bowl. Combine dressing, mustard and seasonings in a small bowl; pour over potatoes and toss well. Carefully stir in bell peppers and green onions. Cover and chill until ready to serve. Makes 6 servings.

Nutritional Analysis Per Serving: Calories, 40; Fiber, 2g; Fat, 2g; Cholesterol, 0mg; Carbohydrates, 10g; Protein, 2g; Sodium, 420mg. Percent calories from fat, 29%.

The African American 5 a Day Campaign is working to build partnerships with faith, health and community leaders throughout California. The African American 5 a Day Campaign is part of the California 5 a Day-for Better Health! Campaign, a statewide effort to empower individuals and communities to create an environment where it's easier to make healthy choices. In addition to the African American 5 a Day Campaign, the 5 a Day Campaign includes Children's 5 a Day-Power Play! Campaign; California Preschool 5 a Day-Plus Active Play! Campaign; Latino 5 a Day Campaign; 5 a Day Racial Program and 5 a Day Worksite Program. For more information, visit www.ca5aday.com or call 1-888-328-5403 for available materials.

Building a Healthy Body & Soul

S U R V E Y

Take the following survey to test your knowledge of the serious health concerns that affect African Americans in California. After seeing the results, you may want to think of ways you can make personal changes and encourage your entire congregation to take the survey, which could help raise awareness and stimulate discussion on ways your church can address the health needs of your membership and your community.

1. Nearly half of African Americans adults have two or fewer servings of fruits and vegetables a day.

True _____ False _____

2. The rate of high blood pressure (HBP) in African Americans in the United States is among the lowest in the world.

True _____ False _____

3. African Americans with cancer have shorter survival times than whites at all stages of diagnosis.

True _____ False _____

4. Approximately 2.3 million or 11 percent of African Americans in the US have diabetes.

True _____ False _____

5. Type 2 diabetes is decreasing as rates of obesity in children and adolescents increase, particularly among African-American youth.

True _____ False _____

See below for answers to questions one through five.

Does your church currently have a health ministry? Would you like to receive information from the California African American 5 a Day Campaign? Would you like more information on the benefits of eating more fruits and vegetables and increasing physical activity?

For information please call 916-449-5430, send an E-mail to accuap@attis.ca.gov or visit the California 5 a Day press room at www.ca5aday.com

"Eat Fruits and Vegetables and Be Active Every Day for Better Health!"

The survey are true. The survey are false.

Wrap-Up Report

Please provide answers to each of the following questions. If questions are not applicable to your activities, please indicate by placing "n/a" after each question.

1. Name of community event:

2. Who organized the community event? Provide contact information, including name of contact, telephone number, and zip code where the event was held.

3. Who were the event sponsors?

4. Date(s) of the community event:

5. Estimated number of people reached at the community event:

6. What were the demographics of the festival participants (e.g., 52 percent African American women, ages 18 to 35)?

7. Number of volunteers/staff working at your booth:

8. Briefly list and describe each person's role at your booth:

9. How many consumer surveys did you administer?

10. Provide an itemized list of the educational materials you distributed, including quantities.

11. How many community event attendees participated in your physical activity demonstrations?

12. How many community event attendees viewed your food demonstrations?

13. How many community event attendees played the game wheel?

14. Please provide comments regarding the success of your event:

Media Relations Report

Any newspaper clips and/or audio/video tapes with news coverage should be attached to your media relations report.

Name of community event: _____

Date(s) of the community event: _____

PRINT				
Name of Publication	Type of contact (e.g., article, community event calendar, interview, letter to editor)	Number of times outlet was contacted	Date printed	Circulation number
<i>example:</i> Community Observer	Article	1	7/10/06	20,000

RADIO				
Name of Radio Station	Type of contact (e.g., public service announcement, interview)	Number of times outlet was contacted	Date aired	Number of listeners
<i>example:</i> KNTW 100.1, "The Need to Know Station"	PSA	3	7/5/06; 7/12/06; 7/19/06	50,000

TELEVISION				
Name of Television Station	Type of contact (e.g., interview, PSA)	Number of times outlet was contacted	Date aired	Number of viewers
<i>example:</i> TV 32 Public Access	On-air interview	1	8/19/06	60,000

WEB SITE				
Name of Web site and address	Type of contact (e.g., banner, article, link, calendar)	Number of times outlet was contacted	Time period information was posted	Number of hits to Web site
<i>example:</i> California 5 a Day Campaign Web site, www.ca5aday.com/ca5aday	Banner and article	3	8/1/06— 11/28/06	11,000